

Gamification is right now one of the fastest rising trends in marketing. It focuses on gaining new customers and keeping current ones by bringing game mechanics and game principles to non-gaming environment. Gamification however isn't just a buzzword. Gartner says that by 2014 every bigger company will have its gamification consultant, who should be as important as social media experts are now. This thesis is focusing on gamification towards web, web services and online marketing. It serves not only as an academic introduction to the term itself, but also shows how to apply game mechanics on the Internet. It also describes and evaluates real life examples of gamification in online marketing.